

Subject: 2017 Survey of Downtown Residents, Workers and Visitors

From: Nick Griffin <ngriffin@downtownla.com>

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Hello fellow BIDers,

As discussed at last week's meeting, we're doing an updated Survey of Downtown Residents, Workers and Visitors this fall, and would like to get your input. An initial draft version of the survey is available [HERE](#).

Specifically, we would like your feedback on the following:

- 1) Additional topics / questions you would like to see addressed
- 2) Topics or demographics you'd like to see targeted in more detail in follow-up surveys
- 3) Strategies to increase participation and ways you and your BID can assist with promotion

For reference, the 2015 survey can be reviewed [HERE](#).

I'm happy to schedule time to discuss in more detail.

Thanks!

Nick

Nicholas Ziff Griffin

Vice President, Economic Development

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